

IN THE CLAIMS

1. (Currently Amended) A merchandise planning and development system,
comprising:

a merchandise planning information notice unit for informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of new merchandise through ~~a network~~ the Internet;

a display unit for displaying the merchandise planning and development information received from the merchandise planning information notice unit through the Internet, the display unit further displaying an inquiry input screen for allowing the customers to input opinion information on the merchandise planning and development information;

an opinion information collecting unit for collecting the opinion information of the customers inputted from the display unit ~~the customers looking up the merchandise planning information through the Internet said network~~; and

a merchandise information notice unit for informing said many and unspecified the customers of the merchandise information suited to the needs of the customers on merchandize designed according to an analysis of the opinion information, through said network the Internet.

2. (Currently Amended) The merchandise planning and development system according to claim 1, further comprising a trial product information notice unit for informing said many and unspecified customers of the trial product information suited to the needs of the customers according to the opinion information through the Internet ~~said network~~, wherein said opinion information collecting unit collects the opinion information of the customers looking up the trial product information in addition to the merchandise planning information.

3. (Currently Amended) The merchandise planning and development system according to claim 2, further comprising a trial product popularity investigation unit for investigating the popularity of each trial product corresponding to the information of the plurality of trial products, ~~in the event of presence of a plurality of the trial product information~~ when the trial product information notice unit informs the customers of information of a plurality of trial products, by an electronic technique.

4. (Original) The merchandise planning and development system according to claim 3, further comprising a trial product popularity investigation result notice unit for informing said many and unspecified customers of investigation results of said trial product popularity investigation unit through said network.

5. (Original) The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit is an electronic bulletin board system.

6. (Original) The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit is an electronic mail system.

7. (Original) The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit collects the opinion information from said many and unspecified customers, on the basis of the results of electronic inquiry in order to analyze the needs.

8. (Currently Amended) The merchandise planning and development system according to claim 1, further ~~comprises,~~ comprising:

a sales booking unit for accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet ~~said network~~; and

a selling price determining unit for determining the selling price of the new merchandise so that ~~the~~ a price may be lower in proportion to ~~the~~ an increase in the sales reserved quantity depending on the sales reserved quantity of the new merchandise.

9. (Currently Amended) The merchandise planning and development system according to claim 1, further ~~comprises,~~ comprising:

a sales booking unit for accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet ~~said network~~; and

a selling price determining unit for determining ~~the~~ a selling price of the new merchandise in gradual steps so that the selling price may be lower on ~~the~~ a first-come-first-served basis of the sales reservations.

10. (Currently Amended) The merchandise planning and development system according to claim 9, wherein said selling price determining unit ~~once~~ firstly sets ~~the~~ a discount rate so that the discount rate of ~~the~~ a fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservations, and the selling price determining unit secondly determines the selling price according to the discount rate.

Claim 11 (Currently Amended): The merchandise planning and development system according to claim 1, further ~~comprises~~, comprising:

a sales booking unit for accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining ~~a~~ the selling price of the new merchandise so that the selling price may be lower as the sales reservations are ~~is~~ accepted earlier.

12. (Currently Amended) The merchandise planning and development system according to claim 11, wherein said selling price determining unit ~~once~~ firstly sets ~~the~~ a discount rate so that the discount rate of ~~the~~ a fixed price may be higher in gradual steps as the sales reservations are ~~is~~ accepted earlier, and the selling price determining unit secondly determines the selling price according to the discount rate.

13. (Currently Amended) The merchandise planning and development system according to claim 1, further ~~comprises~~, comprising:

a sales booking unit for accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining ~~a~~ the selling price of the new merchandise so that the selling price may be lower as a ~~the~~ reservation sold-out time from a start of acceptance of sales reservations until reaching a specified reservation quantity is shorter.

14. (Currently Amended) The merchandise planning and development system according to claim 13, wherein said selling price determining unit ~~once~~ firstly sets ~~the~~ a discount rate so that the discount rate of ~~the~~ a fixed price may be higher as the reservation sold-out time is shorter, and the selling price determining unit secondly determines the selling price according to the discount rate.

15. (Currently Amended) The merchandise planning and development system according to claim 1, further ~~comprises,~~ comprising:

a bidding price collecting unit for collecting ~~the~~ bidding prices of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers; and

a selling price determining unit for investigating ~~the~~ a distribution of bidding prices based on ~~the basis of the~~ a result of collection of said bidding price collecting unit and determining a ~~the~~ selling price of the new merchandise based on ~~the basis of the~~ a bidding price zone of ~~the~~ a greatest number of bids.

16. (Currently Amended) The merchandise planning and development system according to claim 1, further ~~comprises,~~ comprising:

an auction unit for auctioning new merchandise to be released corresponding to the merchandise information through the Internet ~~said network~~ among said many and unspecified customers; and

a selling price determining unit for determining ~~the~~ a selling price of the new merchandise based on ~~the basis of the~~ an auction result by said auction unit.

17. (Currently Amended) The merchandise planning and development system according to claim 8, wherein said sales booking unit, being installed at a sales representative and accommodating sales representative clients connected to the Internet ~~said network~~, transmits information about reservations to said sales representative clients through the Internet ~~said network~~, while the sales representative sells the new merchandise according to the reservation information.

18. (Currently Amended) The merchandise planning and development system according to claim 9, wherein said sales booking unit, being installed at a sales representative and accommodating sales representative clients connected to the Internet ~~said network~~, transmits information about reservations to said sales representative clients through the Internet ~~said network~~, while the sales representative sells the new merchandise according to the reservation information.

19. (Currently Amended) The merchandise planning and development system according to claim 11, wherein said sales booking unit, being installed at a sales representative and accommodating sales representative clients connected to the Internet ~~said network~~, transmits information about reservations to said sales representative clients through the Internet ~~said network~~, while the sales representative sells the new merchandise according to the reservation information.

20. (Currently Amended) The merchandise planning and development system according to claim 13, wherein said sales booking unit, being installed at a sales representative and accommodating sales representative clients connected to the Internet ~~said network~~, transmits information about reservations to said sales representative clients through

the Internet ~~said network~~, while the sales representative sells the new merchandise according to the reservation information.

21. (Currently Amended) The merchandise planning and development system according to claim 8, further ~~comprises~~, comprising:

a customized component display unit for displaying ~~the~~ a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display unit further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandize, through the Internet ~~said network~~; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at ~~the~~ a time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

22. (Currently Amended) The merchandise planning and development system according to claim 9, further ~~comprises~~, comprising:

a customized component display unit for displaying ~~the~~ a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display unit further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandize, through ~~said network~~ the Internet; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at ~~the~~ a time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

23. (Currently Amended) The merchandise planning and development system according to claim 11, further ~~comprises~~ comprising,

a customized component display unit for displaying ~~the~~ a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display unit further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandize, through said network the Internet; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at ~~the~~ a time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

24. (Currently Amended) The merchandise planning and development system according to claim 13, further ~~comprises~~ comprising:

a customized component display unit for displaying ~~the~~ a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display unit

further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandize, through said ~~network~~ the Internet; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at ~~the~~ a time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise

25. (Currently Amended) The merchandise planning and development system according to claim 8, further ~~comprises,~~ comprising:

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet ~~said network~~; and

a naming notice unit for informing said many and unspecified customers of the naming determined based on ~~basis of the~~ a voting result of said naming voting unit through the Internet ~~said network~~.

26. (Currently Amended) The merchandise planning and development system according to claim 9, further ~~comprises,~~ comprising:

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet ~~said network~~; and

a naming notice unit for informing said many and unspecified customers of the naming determined based on ~~basis of the~~ a voting result of said naming voting unit through the Internet ~~said network~~.

27. (Currently Amended) The merchandise planning and development system according to claim 11, further ~~comprises~~, comprising:

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet ~~said network~~; and

a naming notice unit for informing said many and unspecified customers of the naming determined based on ~~basis of the~~ a voting result of said naming voting unit through the Internet ~~said network~~.

28. (Currently Amended) The merchandise planning and development system according to claim 13, further ~~comprises~~, comprising:

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet ~~said network~~; and

a naming notice unit for informing said many and unspecified customers of the naming determined based on ~~basis of the~~ a voting result of said naming voting unit through the Internet ~~said network~~.

29. (Currently Amended) A merchandise planning and development system comprising:

a merchandise planning information notice unit for informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of a plurality of new merchandise on the basis of one concept, through a ~~network~~ the Internet;

a display unit for displaying the merchandise planning and development information received from the merchandise planning information notice unit through the Internet, the

display unit further displaying an inquiry input screen for allowing the customers to input opinion information on the merchandise planning and development information;

an opinion information collecting unit for collecting the opinion information of the customers inputted from the display unit, ~~customers looking up said merchandise planning information through said network~~ the Internet; and

a merchandise information notice unit for informing ~~said many and unspecified the~~ customers of ~~the merchandise information relating to~~ on said plurality of new merchandise ~~suited to the needs of the customers designed~~ according to an analysis of the opinion information, through ~~said network~~ the Internet.

30. (Currently Amended) A merchandise planning and development method, comprising:

a merchandise planning information notice step of informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of new merchandise, through ~~a network~~ the Internet;

a displaying step of displaying the merchandise planning and development information received through the Internet, the displaying step further displaying an inquiry input screen for allowing the customers to input opinion information on the merchandise planning and development information;

an opinion information collecting step of collecting the opinion information of the customers inputted at the displaying step, ~~from the customers looking up the merchandise planning information through said network~~ the Internet; and

a merchandise information notice step of informing ~~said many and unspecified~~ customers of ~~the merchandise information~~ on merchandise designed ~~suited to the needs of the~~

~~customers~~ according to an analysis of the opinion information, through ~~said network~~ the Internet.

31. (Currently Amended) The merchandise planning and development method according to claim 30, further ~~comprises,~~ comprising:

a trial product information notice step of informing said many and unspecified customers of the trial product information suited to the needs of the customers according to the opinion information through the Internet ~~said network~~,

wherein the opinion information collecting step collects the opinion information of the customers looking up the trial product information in addition to the merchandise planning information.

32. (Currently Amended) The merchandise planning and development method according to claim 31, further ~~comprises,~~ comprising:

a trial product popularity investigation step of investigating the popularity of each trial product corresponding to the information of the plurality of trial products, when the trial product information notice step informs the customers of information of a plurality of trial products ~~in the event of presence of a plurality of the trial product information~~, by an electronic technique.

33. (Currently Amended): The merchandise planning and development method according to claim 32, further ~~comprises,~~ comprising:

a trial product popularity investigation result notice step of informing said many and unspecified customers of investigation results of the trial product popularity investigation step through the Internet ~~said network~~.

34. (Currently Amended) The merchandise planning and development method according to claim 30, further ~~comprises,~~ comprising:

a sales booking step of accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet ~~said network~~; and

a selling price determining step of determining the selling price of the new merchandise so that the selling price may be lower in proportion to ~~the~~ an increase in ~~the~~ a sales reserved quantity depending on the sales reserved quantity of the new merchandise.

35. (Currently Amended) The merchandise planning and development method according to claim 30, further ~~comprises,~~ comprising:

a sales booking step of accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet ~~said network~~; and

a selling price determining step of determining ~~a~~ the selling price of the new merchandise in gradual steps so that the selling price may be lower on ~~the~~ a first-come-first-served basis of the sales reservations.

36. (Currently Amended) The merchandise planning and development method according to claim 35, wherein the selling price determining step ~~once~~ firstly sets ~~the~~ a discount rate so that the discount rate of ~~the~~ a fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservations, and the selling price determining step secondly determines the selling price according to the discount rate.

37. (Currently Amended): The merchandise planning and development method according to claim 30, further ~~comprises~~, comprising:

a sales booking step of accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet ~~said network~~; and

a selling price determining step of determining ~~the~~ a selling price of the new merchandise so that the selling price may be lower as the sales reservations is are accepted earlier.

38. (Currently Amended) The merchandise planning and development method according to claim 37, wherein the selling price determining step ~~once~~ firstly sets ~~the~~ a discount rate so that the discount rate of ~~the~~ a fixed price may be higher in gradual steps as the sales reservations is are accepted earlier, and the selling price determining step secondly determines the selling price according to the discount rate.

39. (Currently Amended) The merchandise planning and development method according to claim 30, further ~~comprises~~, comprising:

a sales booking step of accepting sales reservations of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through the Internet ~~said network~~; and

a selling price determining step of determining ~~the~~ a selling price of the new merchandise so that the selling price may be lower as ~~the~~ a reservation sold-out time from a start of acceptance of sales reservations until reaching a specified reservation quantity is shorter.

40. (Currently Amended) The merchandise planning and development method according to claim 39, wherein the selling price determining step ~~once~~ firstly sets ~~the a~~ discount rate so that the discount rate of ~~the a~~ fixed price may be higher as the reservation sold-out time is shorter, and the selling price determining step secondly determines the selling price according to the discount rate.

41. (Currently Amended) The merchandise planning and development method according to claim 30, further ~~comprises,~~ comprising:

a bidding price collecting step of collecting ~~the~~ bidding prices of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers; and

a selling price determining step of investigating ~~the a~~ distribution of bidding prices based on ~~the basis of the a~~ result of collection of the bidding price collecting step, and determining ~~the a~~ selling price of the new merchandise based on ~~the basis of the a~~ bidding price zone of ~~the a~~ greatest number of bids.

42. (Currently Amended) The merchandise planning and development method according to claim 30, further ~~comprises,~~ comprising:

an auction step of auctioning new merchandise to be released corresponding to the merchandise information through the Internet ~~said network~~ among said many and unspecified customers; and

a selling price determining step of determining ~~the a~~ selling price of the new merchandise based on ~~the basis of the an~~ auction result of the auction step.

43. (Currently Amended) The merchandise planning and development method according to claim 34, wherein the sales booking step transmits information about reservations to sales representative clients provided at a sales representative through the Internet ~~said network~~, while the sales representative sells the new merchandise according to the reservation information.

44. (Currently Amended) The merchandise planning and development method according to claim 35, wherein the sales booking step transmits information about reservations to sales representative clients provided at a sales representative through the Internet ~~said network~~, while the sales representative sells the new merchandise according to the reservation information.

45. (Currently Amended) The merchandise planning and development method according to claim 37, wherein the sales booking step transmits information about reservation to sales representative clients provided at a sales representative through the Internet ~~said network~~, while the sales representative sells the new merchandise according to the reservation information.

46. (Currently Amended) The merchandise planning and development method according to claim 39, wherein the sales booking step transmits information about reservation to sales representative clients provided at a sales representative through the Internet ~~said network~~, while the sales representative sells the new merchandise according to the reservation information.

47. (Currently Amended) The merchandise planning and development method according to claim 34, further ~~comprises~~, comprising:

a customized component display step of displaying ~~the~~ a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display step further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through the Internet ~~said network~~; and

a customized component selecting step of allowing customers to select desired customized components from the plurality of types of customized components at ~~the~~ a time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

48. (Currently Amended) The merchandise planning and development method according to claim 35, further ~~comprises~~, comprising:

a customized component display step of displaying ~~the~~ a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display step further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through ~~said network~~ the Internet; and

a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at ~~the~~ a time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

49. (Currently Amended): The merchandise planning and development method according to claim 37, further ~~comprises~~, comprising:

a customized component display step of displaying ~~the~~ a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display step further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through said network the Internet; and

a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at ~~the~~ a time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

50. (Currently Amended) The merchandise planning and development method according to claim 39, further ~~comprises~~, comprising:

a customized component display step of displaying ~~the~~ a plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers, the customized component display step further displaying a reservation acceptance screen for allowing the customers to input information on reservations of the new merchandise, through said network the Internet; and

a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at ~~the~~ a time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

51. (Currently Amended) The merchandise planning and development method according to claim 34, further ~~comprises~~, comprising:

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet ~~said network~~; and

a naming notice step of informing said many and unspecified customers of the naming determined based on ~~basis of the~~ a voting result of the naming voting step through the Internet ~~said network~~.

52. (Currently Amended) The merchandise planning and development method according to claim 35, further ~~comprises~~, comprising:

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet ~~said network~~; and

a naming notice step of informing said many and unspecified customers of the naming determined based on ~~basis of the~~ a voting result of the naming voting step through the Internet ~~said network~~.

53. (Currently Amended) The merchandise planning and development method according to claim 37, further ~~comprises~~, comprising:

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet ~~said network~~; and

a naming notice step of informing said many and unspecified customers of the naming determined based on ~~basis of the~~ a voting result of the naming voting step through the Internet ~~said network~~.

54. (Currently Amended) The merchandise planning and development method according to claim 39, further ~~comprises~~, comprising:

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through the Internet ~~said network~~; and

a naming notice step of informing said many and unspecified customers of the naming determined based on ~~basis of the~~ a voting result of the naming voting step through the Internet ~~said network~~.

55. (Currently Amended) A merchandise planning and development method comprising:

a merchandise planning information notice step of informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of a plurality of new merchandise on the basis of one concept through ~~a network~~ the Internet;

a displaying step of displaying the merchandise planning and development information received through the Internet, the display step further displaying an inquiry input screen for allowing the customers to input opinion information on the merchandise planning and development information;

an opinion information collecting step of collecting ~~the~~ opinion information of the ~~customers inputted at the displaying step, from the customers looking up the merchandise planning information~~ through ~~said network~~ the Internet; and

a merchandise information notice step of informing ~~said many and unspecified~~ the customers of ~~the merchandise~~ information ~~relating to~~ on said plurality of new merchandise designed suited to the needs of the customers according to an analysis of the opinion information, through ~~said network~~ the Internet.

56. (Currently Amended) A computer readable medium for storing instructions, which when executed by a computer, causes the computer to perform:

a merchandise planning information notice step of informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of new merchandise through ~~a network~~ the Internet;

a displaying step of displaying the merchandise planning and development information received through the Internet, the display step further displaying an inquiry input screen for allowing the customers to input opinion information on the merchandise planning and development information;

an opinion information collecting step of collecting the opinion information of the customers inputted at the displaying step, ~~from the customers looking up the merchandise planning information~~ through ~~said network~~ the Internet; and

a merchandise information notice step of informing the ~~said many and unspecified~~ customers of the ~~merchandise~~ information on merchandise designed suited to the needs of the customers according to an analysis of the opinion information, through ~~said network~~ the Internet.

57. (Currently Amended) A computer readable medium for storing instructions, which when executed by a computer, causes the computer to perform:

a merchandise planning information notice step of informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of a plurality of new merchandise on the basis of one concept through ~~a network~~ the Internet;

a displaying step of displaying the merchandise planning and development information received through the Internet, the display step further displaying an inquiry input screen for allowing the customers to input opinion information on the merchandise planning and development information;

an opinion information collecting step of collecting ~~the opinion information of the customers inputted at the displaying step, from the customers looking up the merchandise planning information through said network~~ the opinion information of the customers inputted at the displaying step, from the customers looking up the merchandise planning information through said network the Internet; and

a merchandise information notice step of informing ~~said many and unspecified~~ the customers of ~~the merchandise information on relating to~~ said plurality of new merchandise designed suited to the needs of the customers according to an analysis of the opinion information, through the Internet ~~said network~~.

58. (Withdrawn) A merchandise planning and development system comprising:

a trial product and/or merchandise information notice unit for informing many and unspecified customers of information of a plurality of trial products or merchandise through a network; and

a popularity investigation unit for investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique.

59. (Withdrawn) The merchandise planning and development system according to claim 58 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

60. (Withdrawn) The merchandise planning and development system according to claim 59, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

61. (Withdrawn) The merchandise planning and development system according to claim 58 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

62. (Withdrawn) The merchandise planning and development system according to claim 61, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

63. (Withdrawn) The merchandise planning and development system according to claim 58 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

64. (Withdrawn) The merchandise planning and development system according to claim 63, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

65. (Withdrawn) The merchandise planning and development system according to claim 59, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

66. (Withdrawn) The merchandise planning and development system according to claim 61, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

67. (Withdrawn) The merchandise planning and development system according to claim 63, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

68. (Withdrawn) The merchandise planning and development system according to claim 59 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

69. (Withdrawn) The merchandise planning and development system according to claim 61 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

70. (Withdrawn) The merchandise planning and development system according to claim 63 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

71. (Withdrawn) A merchandise planning and development system comprising:

a trial product and/or merchandise information notice unit for informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

a popularity investigation unit for investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

a popularity investigation result notice unit for informing said many and unspecified customers of investigation results of said popularity investigation unit through said network.

72. (Withdrawn) The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

73. (Withdrawn) The merchandise planning and development system according to claim 72, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

74. (Withdrawn) The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

75. (Withdrawn) The merchandise planning and development system according to claim 74, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

76. (Withdrawn) The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

77. (Withdrawn) The merchandise planning and development system according to claim 76, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

78. (Withdrawn) The merchandise planning and development system according to claim 72, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

79. (Withdrawn) The merchandise planning and development system according to claim 74, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

80. (Withdrawn) The merchandise planning and development system according to claim 76, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

81. (Withdrawn) The merchandise planning and development system according to claim 72 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

82. (Withdrawn) The merchandise planning and development system according to claim 74 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

83. (Withdrawn) The merchandise planning and development system according to claim 76 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

84. (Withdrawn) A merchandise planning and development method comprising:
a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network; and

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique.

85. (Withdrawn) The merchandise planning and development method according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

86. (Withdrawn) The merchandise planning and development method according to claim 85, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

87. (Withdrawn) The merchandise planning and development method according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

88. (Withdrawn) The merchandise planning and development method according to claim 87, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

89. (Withdrawn) The merchandise planning and development method according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

90. (Withdrawn) The merchandise planning and development method according to claim 89, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

91. (Withdrawn) The merchandise planning and development method according to claim 85, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

92. (Withdrawn) The merchandise planning and development method according to claim 87, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

93. (Withdrawn) The merchandise planning and development method according to claim 89, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

94. (Withdrawn) The merchandise planning and development method according to claim 85 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

95. (Withdrawn) The merchandise planning and development method according to claim 87 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

96. (Withdrawn) The merchandise planning and development method according to claim 89 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

97. (Withdrawn) A merchandise planning and development method comprising:

a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

a popularity investigation result notice step of informing said many and unspecified customers of investigation results of the popularity investigation step through said network.

98. (Withdrawn) The merchandise planning and development method according to claim 97 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

99. (Withdrawn) The merchandise planning and development method according to claim 98, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

100. (Withdrawn) The merchandise planning and development method according to claim 97 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

101. (Withdrawn) The merchandise planning and development method according to claim 100, wherein the selling price determining step once sets the discount rate so that the discount rate of reservation is accepted earlier, and determines the selling price according to the discount rate.

102. (Withdrawn) The merchandise planning and development method according to claim 97 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

103. (Withdrawn) The merchandise planning and development method according to claim 102, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

104. (Withdrawn) The merchandise planning and development method according to claim 98, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

105. (Withdrawn) The merchandise planning and development method according to claim 100, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

106. (Withdrawn) The merchandise planning and development method according to claim 102, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

107. (Withdrawn) The merchandise planning and development method according to claim 98 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

108. (Withdrawn) The merchandise planning and development method according to claim 100 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

109. (Withdrawn) The merchandise planning and development method according to claim 102 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

110. (Withdrawn) A computer readable medium for storing instructions, which when executed by a computer, causes the computer to perform:

a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network; and

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique.

111. (Withdrawn) A computer readable medium for storing instructions, which when executed by a computer, causes the computer to perform a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

a popularity investigation result notice step of informing said many and unspecified customers of investigation results of the popularity investigation step through said network.